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**TO: Economic Support Supervisors  
Economic Support Lead Workers  
Training Staff  
Child Care Coordinators  
W-2 Agencies  
Workforce Development Boards  
Job Center Leads and Managers**

**FROM: Amy Mendel-Clemens  
Communications Section  
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**BHCE/BWP OPERATIONS MEMO**

**No: 04-54**

**DATE: 10/15/2004**

FS	<input checked="" type="checkbox"/>	MA	<input checked="" type="checkbox"/>	SC	<input type="checkbox"/>
CTS	<input type="checkbox"/>	CC	<input checked="" type="checkbox"/>	W-2	<input checked="" type="checkbox"/>
FSET	<input checked="" type="checkbox"/>	EA	<input type="checkbox"/>	CF	<input type="checkbox"/>
JAL	<input type="checkbox"/>	JC	<input type="checkbox"/>	RAP	<input type="checkbox"/>
WIA	<input type="checkbox"/>	WtW	<input type="checkbox"/>		
Other	EP	<input type="checkbox"/>	★		

**PRIORITY: HIGH**

**SUBJECT: Food Stamp Program Name Change**

**CROSS REFERENCE:** None

**EFFECTIVE DATE:** October 15, 2004

**PURPOSE:**

This memo introduces "FoodShare Wisconsin" the new name for the improved food stamp program in Wisconsin.

There are no program policy or procedure changes associated with the introduction of the name change.

**BACKGROUND:**

On October 15, 2004, the Department of Health and Family Services (DHFS) introduced FoodShare Wisconsin, the improved food and nutrition program for low-income families and individuals in Wisconsin. The new name and logo reflect the important role proper food and nutrition play in creating a healthier Wisconsin. In addition, the change was made to:

1. Put greater emphasis on the value of FoodShare benefits for better nutrition and good health.
2. Reflect the fact that these benefits are no longer in the form of “stamps”, but are instead distributed through Electronic Benefit Transfers (EBT).
3. Reduce the stigma associated with the program for both clients and the general public through a name that is more representative of a program that provides access to food resources.

Data shows that one in three families could benefit from the FoodShare program but are not enrolled. Many of these individuals are the elderly, who do not want to ask for “assistance”. With a new name and more information about important changes that have been made to the program recently, these individuals may be more interested in applying for the program without associating it with welfare or public assistance.

DHFS also formally introduced the ACCESS web site to the public. Look for more community-based organizations to be using this site to help interested individuals determine if they might be eligible for FoodShare, BadgerCare, Family Medicaid or SeniorCare and whether they should apply.

## **FORMS AND PUBLICATIONS**

Look for upcoming changes to the DHFS web site, publications, and forms as FoodShare is incorporated into these materials. Changes will be made gradually so please use up your current supply of food stamp forms and publications. Do not discard these supplies and order new FoodShare forms and publications until your current supplies are exhausted.

## **CONTACTS**

BHCE CARES Information & Problem Resolution Center

★Program Categories – FS – Food Stamps, MA – Medicaid, SC – Senior Care, CTS – Caretaker Supplement, CC – Child Care, W-2 – Wisconsin Works, FSET – Food Stamp Employment and Training, CF – Children First, EA – Emergency Assistance, JAL – Job Access Loan, JC - Job Center Programs, RAP – Refugee Assistance Program, WtW – Welfare to Work, WIA – Workforce Investment Act, Other EP – Other Employment Programs.